



YALE BROADCASTING COMPANY
INCORPORATED

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Gentlemen:

It has been brought to my attention via audio, video, and supervisor's report, that courtesies and PR are rapidly bridging the gap between WYBC a chaos, and that something should be done. In an effort to locate the blame and to rectify the situation I cite four reasons for the supposed failure. The first and second are obviously the inexperience of the heelers and the lack of supervisory control exerted by the shifting member of the PR department., I imagine this extends to the realm of the PR Director who should ride the situation more tightly, but more so it falls on the backs of the supervisors themselves, and this is the third reason. Anyone can criticize, most supervisor's reports do, but few offer suggestions; suggestions and ideas are the intrinsic motivating factor in PR, and as I have before stated, PR is everybody's business...and if one cannot say something constructive, I would appreciate nothing being said at all. The fourth factor is controversial...I have talked to many of the PR men and they, who have okayed the courtesies, have said they found nothing wrong with the courtesies that experience wouldn't iron out. Writing courtesies is no fun, especially in the beginning when they remain an enigma to the uninitiated...they do get better though through practice.

Therefore I say, bear with us, give us suggestions, and for God's sake, read the damn things over, before announcing...we all aren't Steve Allens.

Thank you,

Kalts

